

Maclean's

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Canada's National Magazine

*Merry
Christmas*



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In This Issue

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Above: The Christmas tree is as popular in Switzerland as it is in Canada.
Below: The fires keep light the Arctic. A Christmas play in a Rensselaer street.



Left: In Sweden Santa Claus is a jolly-Santa Lucia. On December 13th, her day, one member of the family dresses like the saint and distributes gifts.



Left: A Missy, being Christmas, Santa Lucia, dancing young before Christmas. Mayor plays, dancing, that Santa has been more than kind.



A Santa Lucia girl (Christmas party)



In Paris: Christmas dinner is eaten out of doors.



Top of page: An old Spanish custom. The famous folkways of Hells, Spain, with all Christmas with the drum. Immediately above: Jack Christmas the Queen's mother of Hampton, England, meet a play located from Santa Lucia to see his 100 years.



Santa Lucia goes right of Japan where the Santa Lucia is very much a Christmas tradition.



Playboy's Magazine, December 15, 1956



Your Kodak Gift brings *Many happy returns*

• You give the keenest eye and the longest memory ever, when you give a Kodak. It never fails. No wonder picture taking is on the up-and-up. People are getting so much fun out of it, so much satisfaction, with these smart new Kodaks. "Smart" is the word. Smart to look at, smart to carry, smart in action. Eagerly helpful toward better pictures.

New models improved in dozens of ways, and variously priced. How much they'll see—and save. See them at your dealer's.

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SIX-20 BROWNIE... The old reliable picture maker with new style, new features. Pictures $2\frac{1}{2} \times 3\frac{1}{8}$ inches. Six-16 Brownie—for $2\frac{1}{2} \times 4\frac{1}{8}$ inch pictures—\$3.75. Other Brownies from \$1.25



\$5

JIFFY KODAK V.P.... Smaller edition of the famous Jiffy Kodak. Molded case—fits snugly in your vest pocket. Simple—opens for action at the touch of a button. Pictures $1\frac{1}{2} \times 2\frac{1}{2}$ inches.



\$8

JIFFY KODAK SIX-20... The original folding camera with box camera simplicity. Smart, capable. Pictures $2\frac{1}{2} \times 3\frac{1}{8}$ inches. Jiffy Kodak Six-16—pictures $2\frac{1}{2} \times 4\frac{1}{8}$ inches—\$9.



\$13.5

KODAK JUNIOR SIX-20 (f.6.3)... #1 for your money. Fast lens, 1/100-sec. shutter, gives wide range. Picture $2\frac{1}{2} \times 3\frac{1}{8}$ inches. Kodak Junior Six-16 (f.6.3)—pictures $2\frac{1}{2} \times 4\frac{1}{8}$ inches—\$15



\$45

KODAK IX-16 (f.4.5)... A Kodak de luxe. Ultra-fast lens and 1/250-second Compur shutter that "stops" action. Pictures $2\frac{1}{2} \times 4\frac{1}{8}$ inches. Kodak Six-20 (f.4.5)—pictures $2\frac{1}{2} \times 3\frac{1}{8}$ inches—\$41.



\$59

KODAK RETINA... Eastman's finest miniature. Loads for 36 pictures— 24×36 mm. Automatic film advance, f.3.5 lens, 1/500-second shutter. Price about half that of cameras of similar range.



\$39.50

CINE-KODAK EIGHT... Low in first cost—and more important, low in operating cost. It makes 20 to 30 movie scenes on a film costing \$2.50 finished, ready to show—about 10¢ a scene.



\$125

CINE-KODAK "K"... Eastman's fine home movie camera. Loads with 100 feet of 16 mm. film. Simple to begin, versatile for the expert. For Kodachrome full-color movies.